BUS 721 - Innovation Management

Istanbul Bilgi University, Spring 2013

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Description

This course provides students with a coverage of the major topics in innovation and its management. The main objective is to develop an in-depth understanding of the key concepts, models, frameworks, and paradigms that collectively form the -not necessarily coherent- foundation for both theories of innovation, and practices for its management. Contrary to commonplace treatment of innovation as primarily technological, this course emphasizes the social aspects of innovation, and investigates how it is organized and managed at various levels of economic organization.

Objectives

- To develop an understanding of the key concepts around innovation, in their historical, context-dependent development through time.

- To develop an theoretical mapping of different approaches,models, and frameworks regarding how to analyse and manage innovation.

- To understand key antecedents, processes, and outcomes of innovation process at various organizational levels (intra- and inter-firm, communities of practice, etc.), and apply this knowledge in planning research on innovation.

- To understand strengths and weaknesses of various approaches to innovation management.

Outcomes

- Developing schemas to differentiate accidental changes in industrial organization from those which are systematic, purposeful.

- Identifying practices to align organizational knowledge development with innovation strategy.

- Developing theoretical scrunity for critical interpretation of research on innovation processes.

- Produce practice requirements for planned innovation management strategies.

Assessment

Assessment will be based on a portfolio of position&reflection papers written throughout the semester.

Resources

- "Innovation Management & New Product Development" by Paul Trott (Trott 2005) will be extensively used as the skeleton of the course flow. Other articles and book chapters will be referred for reading during the course.

Outline

- What is innovation: Historical development. (Trott (2005) ch.1)

- Managing innovation within firm boundaries (Trott (2005) ch.2)

- Innovation models and strategy in the firm (Trott (2005) ch.3)

- Innovation across firm boundaries (Whelan et al. (2011), Hippel, Ogawa, and Jong (2011))

- Innovation and industrial environment (Tidd (2001))

- Technology transfer and economics of innovation (Pisano (2006), Cohen and Levinthal (1990))

- Open innovation strategies and ecosystems (Chesbrough and Appleyard (2007))

- New product development (Trott (2005) ch.4&5)

- Intellectural property and its management (reading tbd.)

- Emergent patterns in innovation: Social innovation (reading tbd.)

References

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Pisano, Gary. 2006. "Profiting from innovation and the intellectual property revolution." *Research Policy* 35 (October): 1122–1130. doi:10.1016/j.respol.2006.09.008. http://dx.doi.org/10.1016/j.respol.2006.09.008.

Tidd, Joe. 2001. "Innovation management in context: environment, organization and performance." *International Journal of Management Reviews* 3 (sep): 169–183. doi:10.1111/1468-2370.00062. http://dx.doi.org/10.1111/1468-2370.00062.

Trott, Paul. 2005. *Innovation Management And New Product Development.* Financial Times/Prentice Hall. http://www.amazon.com/exec/obidos/redirect?tag=citeulike07-20\&path=ASIN/0273686437.

Whelan, Eoin, Salvatore Parise, Jasper de Valk, and Rick Aalbers. 2011. "Creating Employee Networks That Deliver Open Innovation." *MIT Sloan Management* 53: 37–44.